PACKAGING

THE CANNERS MAGAZINE FOR DECISION-MAKERS/MARCH 1992

DRESS UP THAT BOTTLE

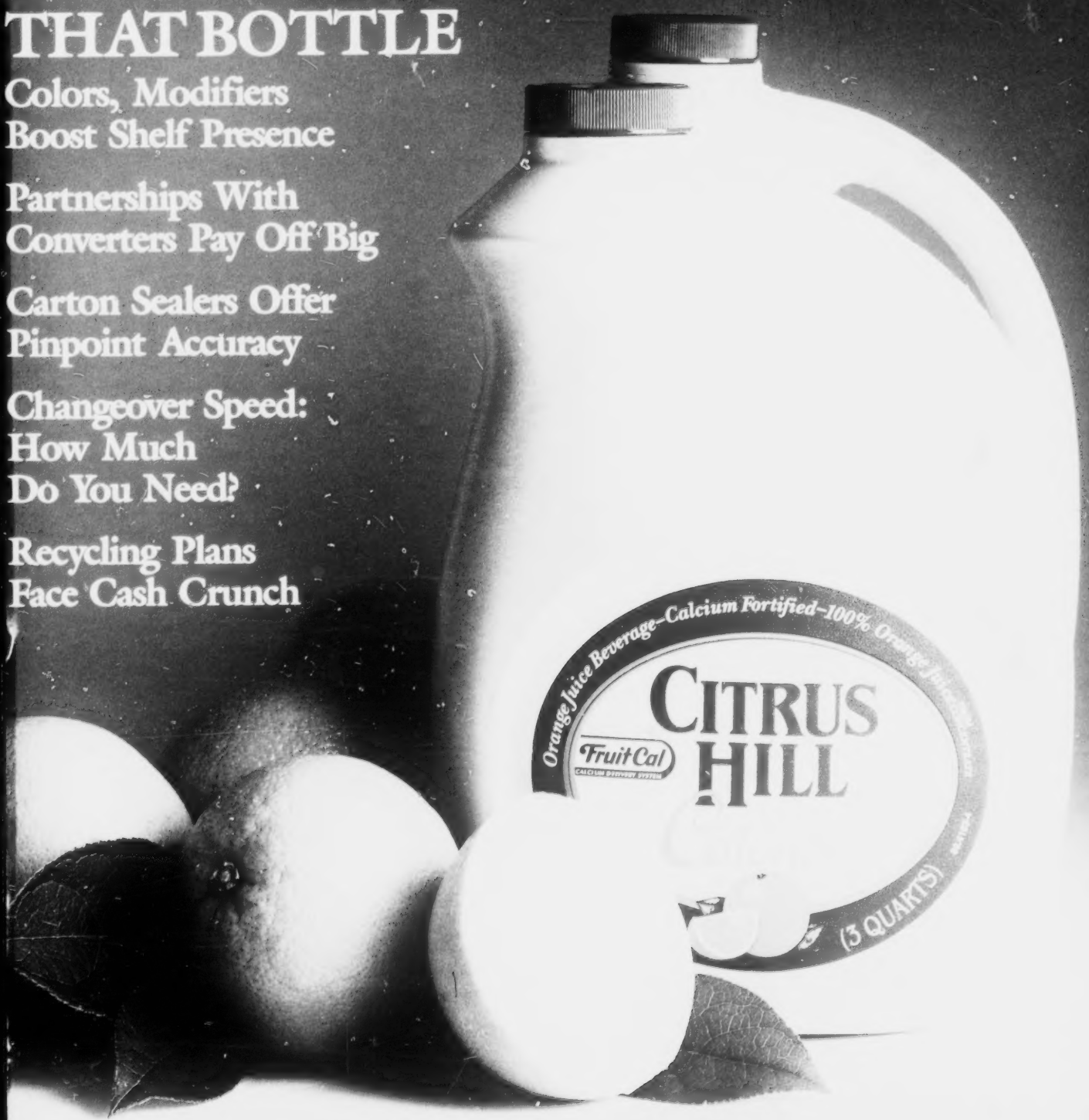
Colors, Modifiers Boost Shelf Presence

Partnerships With Converters Pay Off Big

Carton Sealers Offer Pinpoint Accuracy

Changeover Speed: How Much Do You Need?

Recycling Plans Face Cash Crunch



PACKAGING

BREAKING NEWS

Leading consumer-goods marketer unveils 'green' packaging plans

Dowbrands, the consumer-product arm of Dow Chemical and a major marketer of household and personal-care products, recently introduced a number of environmental initiatives it calls Green Goals.

During a telephone question-and-answer session with a number of magazines including PACKAGING, Lee A. Shobe, Dowbrands president, listed concentrates in pouches and large-size packs for shampoos as ways the company will implement source reduction.

Shobe also revealed that environment-related consumer calls to Dowbrands' toll-free line totaled more than 2,000 in 1991, up from 66 in 1990.

In reponse to a question from the PACKAGING editor, a Dowbrands executive cast some doubt on the future of cleaner-impregnated wipes, a product category that Dowbrands helped to popularize and which has been attacked as an example of overpackaging.

Asked about the future of products such as Dowbrands S'Wipes and Spiffits, Dick Perry, vice president of corporate affairs, responded that the wipes have drawn criticism from Dowbrands' own environmental steering committee. "Not only that, but sales are down," he said, adding that a repackaging or other product change may be in the works.

P&G tests Ultra liquid detergents, refill jugs and bag-in-box pack

As part of its ongoing source-reduction strategy, Procter & Gamble is "concentrating" on a major market test of four Ultra superconcentrated liquid detergents. The Tide, Era, Cheer and Dash products are packaged in 50-, 100- and 150-ounce containers.

The plastic bottles feature clear viewstrips below the handle to show how much product remains. The smaller bottle is touted as cleaning the same number of washes as a regular 64-ounce container.

Ultra packs have been on store shelves in Colorado and parts of Wyoming, Nebraska, Utah and South Dakota since February 3. According to a P&G spokesperson, Ultra liquids have been completely substituted for the regular-strength products on display.

P&G is testing Ultra Refills of the four detergents as well. Made from 50% post-consumer recycled HDPE, the refill containers resemble translucent milk jugs. These 40-ounce square, handled bottles have plastic screw-on closures.

More news: In the same markets, Ultra Tide liquid in a 200-ounce bag-in-box is also in test. With 50% less packaging than the same amount of product in bottles, says P&G, the bag-in-box additionally ends the need for corrugated shipping cases.

AIMCAL names metallized label with hologram as Package of Year

The 12th AIMCAL packaging and label competition—for the very first time—named as Package of the Year an entry in the label category: a metallized hologram label for Xerox Corp. In the label, the Xerox name appears as a 3-D multicolor print below the surface of the polyester film. Removing the label causes the upper layer of film to peel off. As it lifts, metallizing from the bottom substrate adheres to the checkerboard pattern on the upper layer, thus providing tamper evidence. The winner was developed jointly by Tapecon Co. and Flexcon Co. Dunmore Corp. metallized the polyester film from DuPont.

Other AIMCAL packaging winners were metallized overwrap for R.J. Reynolds' Winston cigarettes, hologram labels for Molson Brewing, snack-food bags for Keebler and Beer Nuts, and a multiwall bag for Terra agricultural herbicides.

For RJR's FlavorSeal overwrap, Camvac America converts the Vacumet-metallized polyester film from ICI Americas. The wrap is also used on Salem cigarettes. The Molson paper labels were mechanically altered by Van Leer Metallized Products through a grating process from The Diffraction Co.

Metallized Beer Nut pouches were converted by Printpack from Hoechst Diafoil polyester, and Himac metallized the Unitika Ltd. polyester film for the Keebler snacks. Finally, for Terra herbicides, Bancroft Bag converted Camvac-metallized polyester film from Hoechst Diafoil.

Research group sees 19% jump in plastics packaging by 1996

Market Search, Toledo, Ohio, predicts that plastics use in packaging will increase by a hefty 19% over the next five years. The research organization says that will bring total consumption to 14.4 billion pounds by the end of 1996.

Currently, according to Market Search, plastic penetration in packaging for toiletries, medications, automotive fluids and refrigerated foods in flexible film approaches 100%. In these market segments, plastics compete with other plastics, not with non-plastics.

Other segments in which plastics are dominant include milk packaging and refrigerated foods in rigid

PACKAGING's Breaking News is prepared just days prior to publication. Please fax late-breaking news to the attention of Greg Erickson, editor in chief, at (708) 635-6856.

BREAKING NEWS

CURRENT PENETRATION OF SELECTED PLASTICS PACKAGING APPLICATIONS

Beverages:	
Soft Drinks	30.5%
Liquor	11.4%
Juice	11.6%
Milk	78.1%
Drinking Water (including tap)	6.0%
Foods:	
Frozen/Heatable Foods	37.6%
Refrigerated Foods, Rigid Packaging	84.0%
Refrigerated Foods, Flexible Packaging	100.0%
Ambient-filled Foods	9.9%
Hot-filled Foods (realistic potential)	13.4%
Retorted Foods (realistic potential)	20.0%
Non-Foods:	
Automotive & Marine Products	99.0%
Paint	7.0%
Bulk Industrial Drums & Pails	10.0%
Toiletries	99.0%
Medications	99.0%

Source: Market Search Inc.

containers. Among market segments representing greatest growth potential according to Market Search are liquor, juice, drinking water, hot-filled foods, retorted foods and paints.

The organization is preparing a 600-page report on plastics in packaging for release this June.

Dairy becomes first U.S. processor to license Pop Pak technology

Fast Trak fruit juices and drinks from Guida-Seibert Dairy have become the first American products to use Pop Pak shelf-stable technology. The system, licensed from FBI Brands Ltd., Montreal, employs a hermetic sealing method and post-pasteurization process to package liquids in five-layer coextruded, gabletop cartons. The resulting product has a shelf life similar to that of typical aseptic drink boxes.

President of grocery group presses for 'defense' of packaging

In a speech to the Environmental Affairs Conference sponsored recently by the Grocery Manufacturers of America Inc. and the Food Marketing Institute, GMA President Manly Molpus pressed for a defense of packaging from environmental attacks.

Molpus said packaging plays an important role in "protecting and transporting the nation's food supply." He went on, "We do not point this out as a defense to dodge the issue, but rather to avoid unintended consequences from the imposition of rigid rules which raise safety concerns."

Molpus said there was no "silver bullet" that would put an end to solid-waste problems "no matter how politically popular that notion as embodied in rates and dates may seem." He continued, "We must ensure that all of the solutions, including waste-to-energy incineration and siting new landfills, are considered."

For years, Molpus said, the grocery industry has worked to reduce solid waste because it was good business. He added that one big challenge is to "get our own house in order," work as a united group and "forge new areas of cooperation that will assure government enacts sound policies, not unworkable solutions which jeopardize our ability to manufacture, distribute and sell product in the most economically and environmentally efficient manner possible."

Golden Mummy awards honor innovations in OPP-film use

Three snack-food packagers were presented with Golden Mummy awards Feb. 24 for innovative use of Mobil Chemical's OPP films. The honors were bestowed during Snaxpo '92 in San Francisco.

Winners were HomeTown Potato Chips for a package incorporating vivid color graphics on the company's NFL Crunchit! potato-chip bags; Country Crisp Foods for a high-barrier package to extend the shelf life of its Walker's Country Crisp potato chips; and the Indian Agricultural Program for a high-gloss package that preserves the flavor of Arrowheads White Corn Chips.

FPA lists Top Packaging Winners and their converters

Winners in the Flexible Packaging Association's Top Packaging competition for 1991 exemplify innovations in design, marketing, printing processes and use of materials. Companies honored include American National Can for Drackett's Windex Refill stand-up pouch; Bagcraft Corp. of America for the Burger King/General Motor coupon bag; Cello Bag for Pillsbury's Azteca Appetizer Dessert Shell wrapper; Duralam for Spice Islands Herb Spice pouches; James River Corp. for the Fresh Express salad pouch and Sunsweet Pitted Prunes reclosable bag; and Printpack for S.C. Johnson's Glade Potpourri Spray shrink labels and the Snoopy brand Cinnamon Cookies bag.

Correction

In last month's Breaking News, the figure for total cost to packaging end users of the FDA's proposed new requirements for food labels was incorrect. The correct estimate is $1 to $2 billion.

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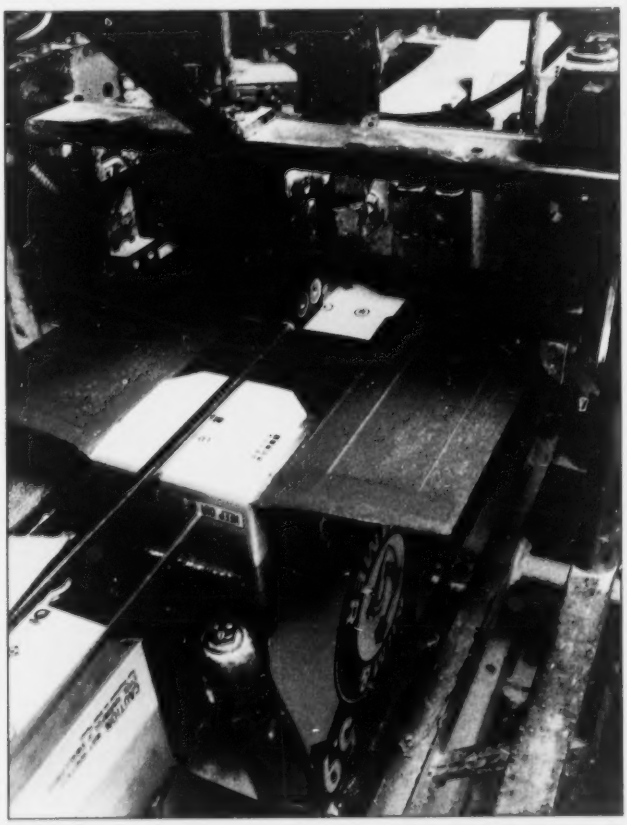
VOLUME 37 NUMBER 3

Establishing partnerships with converters can benefit packagers in several ways. Page **34**

New developments in adhesive applicators are helping boost efficiency and save materials. Page **41**



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Milk's no longer a commodity, now that diary marketers use cartons to inform and entertain.

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NEXT MONTH

Global marketing: Dispatches from the packaging front. Want to be a success overseas? Stay tuned for an inside look at packaging in the EC and Canada.

Will America settle for less packaging? Part 1 of our 8th Annual Consumer Survey reveals what your customers think about packaging and solid waste and how it affects their buying decisions.

Co-packer becomes pouch master. Line flexibility, top quality control and good people help contract packager Marietta serve demanding customers.

COMING SOON

- To save money, some end users specify inexpensive materials and expect machinery suppliers to make them work. Is this always a bargain?

- Our Third Annual Packaging Line Planning Guide provides money-saving and timesaving lessons on planning and running packaging lines as shown by successful examples.

- Democrats and republicans vote on packages they like. Part 2 of our exclusive Consumer Survey unveils indispensable marketing information about changes in buying habits and package preferences.

Colorants can achieve subtle or dramatic results. Page **28**

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Plans to expand reach nine-month high

Kermit Baker
Chief Economist
Cahners Economics

The PACKAGING Business Confidence Index climbed a few notches once again in February to reach 63.8, a 2.4-point jump over the January reading.

One sign that the economy will turn around in 1992 is that plans by businesses to expand production are now at their highest level in nine months. Furthermore, even though plans to expand inventory are low relative to expansion plans in other areas, they too are at their highest level in nine months. This is an important breakthrough, given the conservative inventory practices of American businesses over the past year.

With these positive signs, Cahners Economics expects life to be breathed into the expansion by mid-1992. Leading this expansion will be the electronics industry and the manufacturing sector, both good signs for packaging.

Business confidence in the electronics sector reached its highest level in nine months while confidence in manufacturing reached its second-highest level in nine months.

Interestingly, no single economic event has been responsible for this broad increase in business confidence. Perhaps American businesses (and not just the politicians) are caught up in campaign fever.

To test this theory, in our February survey we asked the business community for thoughts on the president's proposals for economic expansion as outlined in his State of the Union address. More than a third of the managers said they believed that President Bush's proposals, if enacted, would have a positive effect. But 54% said they thought his economic program would have little to no impact. Obviously, most believe the economy is poised for recovery independent of actions taken in the political arena.

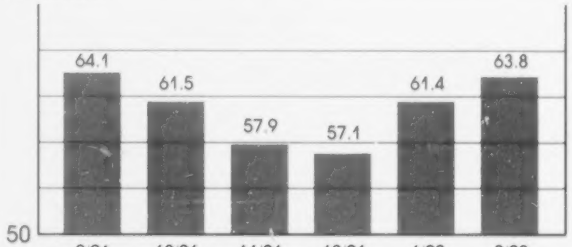
The highest confidence for the future continues to lie in the areas of production/sales, product introduction and R&D.

Looking at total business confidence from a regional standpoint, the Midwest has the most positive expectations for the future with a reading of 66.6, a 4.1-point jump from the January reading. The South and West follow in that order. The Northeast continues to lag behind, but nevertheless remains positive with a reading of 63.1.

Research assistance:
Lori Brassaw, Economist
Cahners Economics

BUSINESS CONFIDENCE MOVES UP AGAIN

Respondents to the PACKAGING Business Confidence Index survey in February 1992 report further growth in optimism. Note: Any number over 50 reflects more optimism than pessimism.



Source: Cahners Economics

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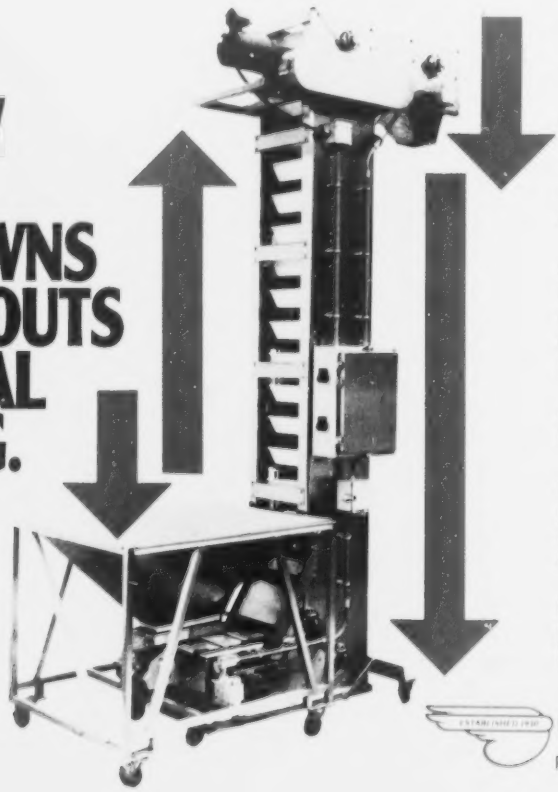

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ENVIRONMENTAL NEWS

Drink Box Heads For Day In Court

A Maine Superior Court judge has ruled against dismissing a court challenge to Maine's ban on aseptic drink packaging. Attorney General Michael E. Carpenter had earlier asked for a dismissal. The ruling will allow the Aseptic Packaging Council to pursue its case contesting the constitutionality of the state's 1989 drink box ban.

The trade association charges in its suit that the ban is "arbitrary and unreasonable" and infringes on both interstate commerce and the industry's constitutional rights.

"We are very pleased with the ruling," says Marshall Cohen, president of the APC. "The Superior Court has indicated a willingness to listen to the facts about aseptic packaging and our commitment to recycling. We now intend to press vigorously for a decision overturning the ban."

Maine's law banning the sale of juice products packaged in aseptic drink boxes was enacted in 1989 and took effect Sept. 1, 1990. The law was based on the state's claim that the packages could not be recycled. According to the APC, the boxes are currently being recycled in 16 states. The state "left us no choice but to sue for the right to sell and recycle aseptic packages in Maine," says Cohen.

The future of the drink box in Maine will be decided soon.

Recycling Programs Face Cash Crunch

A new independent survey of recycling program administrators and legislators leaves little doubt: The main challenge to such programs in the coming years will be funding.

Alcoa recently commissioned telephone interviews with 300 recycling coordinators, solid-waste and city officials in addition to 75 legislators in curbside-active states.

Overall results show that issues related to funding and markets for collected materials have largely replaced concerns about consumer education and community involvement.

State grants, a significant funding source for almost half the programs surveyed, are melting away. Consumers increasingly are being viewed as the primary source for additional funding.

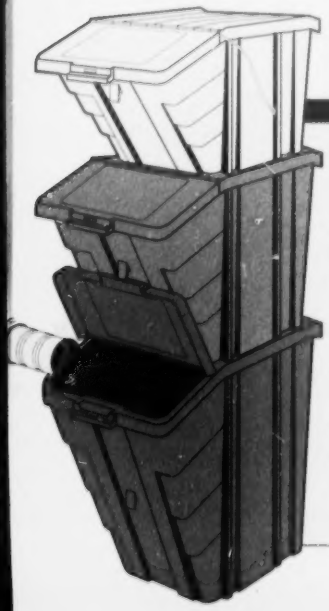
The survey also asked municipal respondents whether or not their communities should encourage residents to purchase packaging that is economically recyclable. Not surprisingly, 89% answered yes. Recycling program goals, funding sources and revenue by material collection were cited as information that should be provided to community residents.

According to the Alcoa survey, legislators in particular reported viewing "taxpayers" and "product purchasers" (most of whom are one and the same) as the chief source of funds for recycling programs. The respondents ranked state and federal governments further down the list of possibilities, along with packaging manufacturers.

When asked which revenue streams should be pursued by municipalities for long-term funding, 40% of legislators polled listed "packaging industry grants," 28% listed "taxes on packaging manufacturers" and 27% chose "taxes on product manufacturers."

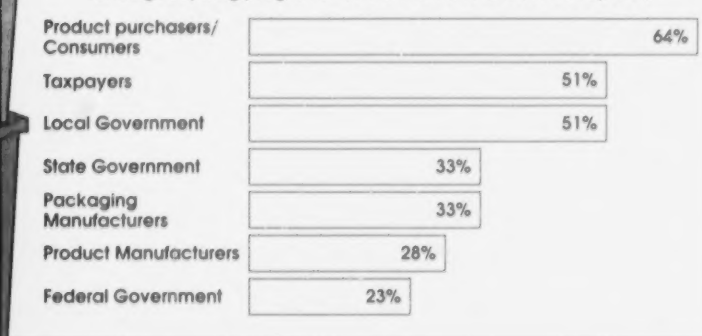
The term "packaging grants" refers to funding sources such as the Council for Solid Waste Solutions and NAPCOR, according to a spokesperson for Alcoa.

For more information about the Alcoa survey, circle **241** on the reader service card.



LEGISLATORS SEARCH FOR RECYCLING FUNDING

Which of the following groups do you believe should bear responsibility for funding recycling programs? (More than one answer accepted.)



Source: Alcoa

Recycled Fiber To Appear In Beverage Multipacks

Mead Corp., which describes itself as the world's largest manufacturer of multipacks for soft drinks and beer, will introduce recycled fiber into those beverage carriers by year's end.

The company says it has invested more than $16 million in new recycling capacity and has already made and test-marketed beverage carriers with up to 25% recycled content.

"In addition to the $16 million invested to date, the company will invest even more in 1992 to increase the percentage of recycled fiber in its beverage carrier," says P. Carter Smith, president of Mead's packaging division.

Significant capital investments will be made at Mead's Alabama coated board mill, which manufactures board used in beverage carriers, to expand its capacity for using recycled fiber. This includes post-consumer fiber.

Amway Opens On-Site Recycling Center

The more than 44 tons of solid waste produced each working day at Amway Corp. in Ada, Mich., are being recovered for reuse with the opening of the company's new on-site recycling center.

Amway's new 7,200 sq. ft. recycling center will collect the more than 11,000 tons of waste corrugated and office paper plus scrap plastic, metal and glass generated annually by the $3.1 billion household-products manufacturer.

The bulk of the solid waste is paper products, including corrugated packaging, repackaging scrap and waste office paper. The recycling center will shred this material for packing into 2,000-pound bales for paper mills that market recycled products.

The company also plans to begin using recycled plastic resins in its blow-molded bottles. It already uses recycled corrugated for some packaging.

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PEOPLE

J. Scales

Continental White Cap has named **John Scales** president and CEO . . . **Earl Ritchie** has been appointed president of the Paxall Group . . . **Donald Reichert** has been promoted to president of ABC Packaging Machine Corp. . . . **Ernst Berndl**, manager of Kiener GmbH in Germany, has been named president of Interpack, The International Trade Fair for Packaging Machinery, Packaging Materials and Confectionary Machinery . . . **Roy Gottesman** has retired as executive director of the Vinyl Institute. **Robert Burnett** has replaced him . . . Packaging Corp. of America has appointed **Anthony Bova** to head its Aluminum and Plastics Packaging Group . . . Quantum Chemical Co. has appointed **Robert Wright** director of its specialty polymer business. Also at Quantum, **Karen Walsh** has been named product manager for Quantum Performance Films . . . American National Can has appointed **Warren Serenbetz** to vice president of marketing for Tubes North America . . . J.L. Clark has hired **John Benton** general manager of its Tube Div. in Downers Grove, Ill. . . . Central Products Co. has named **Daryl Kapalin** product manager of the water activated tape division . . . **Victor Ziegler**, president of the West Co.'s Health Care Products Div., has been named director of the company . . . Bemis Packaging Machinery has named **Todd Sandell** marketing manager and **Cindy Skoy** marketing coordinator . . . **James Spall** has been named director of national accounts for the consumer packaging group at De Ster Corp.

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